

**IYC-NABARD -Promotional Programme on Natural/Sustainable farming at Verka Milk plant, Sangrur Punjab -16.06.25**

DDM Sangrur conducted the programme on natural/sustainable farming at Verka Milk Plant Sangrur on 16 June 2025. It was attended by Sh Karanbir Singh DRCS, Sh Sanjiv Goyal GM Verka Sangrur, Sh Purshottam Singh Plant Head (Engineering wing), Verka, Sh Sanjeev Aggarwal LDM Sangrur and other staff members of Verka plant and few members of dairy society present at the plant.

Major focus of the discussions was on topics like cooperation among cooperatives, strengthening of cooperatives, role of cooperatives in financial inclusion, increasing the membership of dairy societies, role of allied activities including dairy in rural economy and its contribution to family income, etc. It was highlighted how technology like micro-ATM, ATM cards can ease the way in which individual member transact with their respective societies. Initiatives like PACS computerization were also shared with the participating members.

Also, touched upon the themes like digital literacy, frauds and thefts in digital ecosystem, precautions and steps to be taken in case of fraud, general awareness related to usage of debit cards/KCC etc. The meeting concluded with a plantation drive by the dignitaries at the Verka Milk plant Sangrur.

Few photographs taken during the day are appended.



